

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently amended) A data analysis system embodied on a computer readable storage medium comprising:

an interaction database maintained in computer memory, the interaction database comprising interaction data representing interactions between customers and merchants;

a spatial display component configured to display a spatial graphic of at least part of the physical layout of a commercial premise of a merchant;

a retrieval component configured to retrieve from the interaction database a plurality of data values representing interactions between customers and merchants;

a contour generator configured to generate and superimpose a representation of the data values on the spatial graphic;

a user selection component configured to enable a user to select part of the spatial graphic; and

a data display component configured to superimpose a representation of interactions between customers and merchants associated with the part of the spatial graphic selected by the user;

wherein the contour generator is configured to generate and display data points corresponding to the data values, such that one or more of the data points is displayed as a local maximum, and one or more contour lines around surround one or more of the data points, each contour line representing data values of equal value and which are less than the data value of the data point around which the contour line is displayed.

2. (Previously presented) A data analysis system as claimed in claim 1 wherein the merchant provides a plurality of products to customers, the spatial graphic comprising representations of one or more of the products corresponding to the spatial position of the products within the physical commercial premise of the merchant.

3. (Previously presented) A data analysis system as claimed in claim 2 wherein the user selection component is configured to enable a user to select a product, in the spatial graphic.

4. (Original) A data analysis system as claimed in claim 3 wherein the representation generated by the data display component is associated with the product selected by the user.

5. (Original) A data analysis system as claimed in claim 4 wherein the representation displays interactions between customers and merchants involving the product selected by the user.

6. (Canceled)

7. (Canceled)

8. (Currently amended) A method of data analysis embodied on a computer readable storage medium comprising:

maintaining in computer memory an interaction database, the interaction database comprising interaction data representing interactions between customers and merchants;

displaying a spatial graphic of at least part of the physical layout of a commercial premise of a merchant;

retrieving from the interaction database a plurality of data values representing interactions between customers and merchants;

generating and superimposing a representation of the data values on the spatial graphic;

superimposing a representation of interactions between customers and merchants associated with part of the spatial graphic selected by a user; and

generating and displaying data points corresponding to the data values, such that one or more of the data points is displayed as a local maximum, and one or more contour lines around surround one or more of the data points, each contour line representing data values of equal value and which are less than the data value of the data point around which the contour line is displayed.

9. (Previously presented) A method of data analysis as claimed in claim 8 in which the merchant provides a plurality of products to customers, the method further comprising the step of displaying representations of one or more of the products corresponding to the spatial position of the products within the physical commercial premise of the merchant.

10. (Previously presented) A method of data analysis as claimed in claim 9 further comprising the step of providing a user selection component to enable a user to select a product in the spatial graphic.

11. (Original) A method of data analysis as claimed in claim 10 further comprising the step of generating and displaying a representation associated with the product selected by the user.

12. (Original) A method of data analysis as claimed in claim 11 further comprising the step of generating and displaying a contoured representation of one or more of the data values centered on respective data points, such that one or more of the data points is displayed as a local maximum.

13. (Canceled)

14. (Canceled)